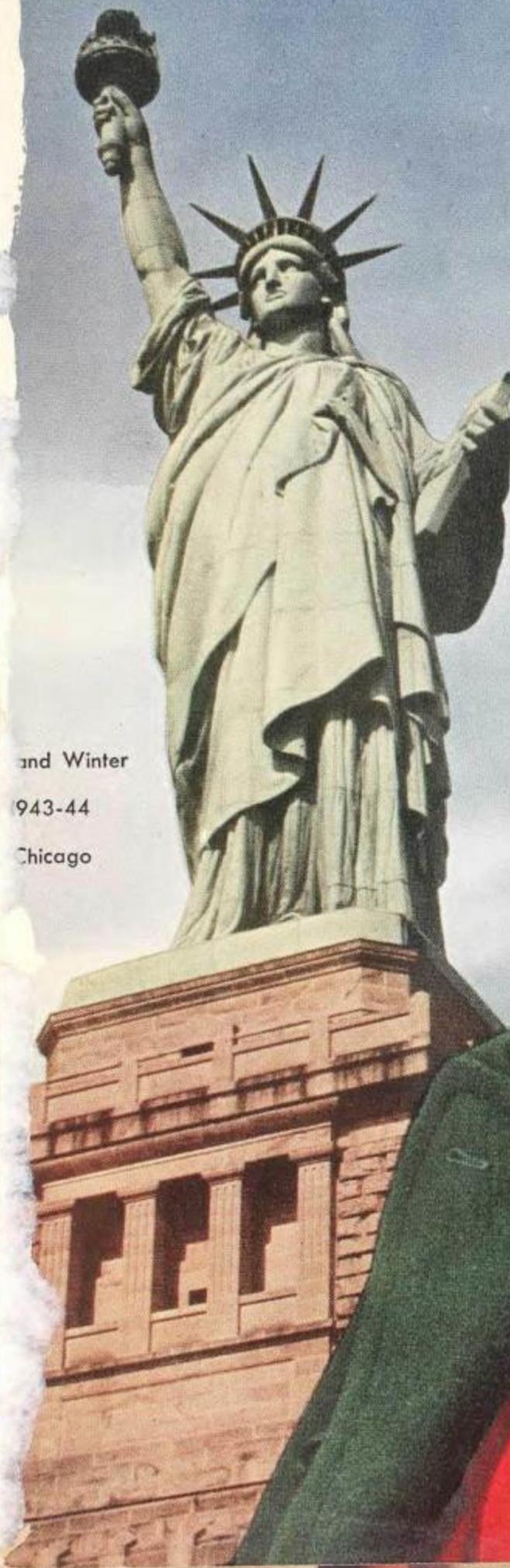


SEARS, ROEBUCK AND CO.

SATISFACTION GUARANTEED OR YOUR MONEY BACK



and Winter

943-44

Chicago

35



Our own trade mark

Sears Famous \$4.98 Dresses

\$498
each



You've shown such appreciation of our \$4.98 specification dresses, you've been so enthusiastic about their styles, their wonderful value, that we're putting them in the place of honor in this book—right up in front. And that's where they belong for, in my opinion, they top anything in the market. That's what we set out to do when we introduced them three seasons ago, and a half million satisfied customers since prove we've accomplished it.

Only a great mail order house like Sears is in a position to do this—we buy in tremendous quantities, we have the prestige, the knowledge, the experts, that make it possible. We've known where to find the best fabrics—we've been able to buy them in such quantities that we could effect a real saving for you. We've made our arrangements with top-grade manufacturers, placed orders that meant big production, economical production—again savings for you. Our own experts have worked out the patterns so that you may enjoy the satisfaction, the sense of being well-groomed, that come with a dress that really *fits* you. We've written our own specifications to the manufacturer—these dresses must be made *our* way and that means a neatness of finish, an attention to detail, usually found only in much more expensive garments.

As for the styles, I've looked after those myself. I know Style. And I know America. I've been catering to style-conscious, value-conscious, women for more than twenty years. I've observed that women everywhere put becomingness and suitability above mere passing style fads. They want dresses in which they "feel right"—dresses in which they *look* their best. That means simple style, the sort that's becoming to any age, figure, occasion, the sort you never tire of, that's smart not just for one season but for many.

Link this with good fabric, careful making, and you have an unbeatable combination. Sears famous \$4.98 Ann Barton dresses are spread out for your pleasure and selection in Misses' Sizes on pages 2 to 7; and, in Women's on pages 8 and 9.

Mary Lewis

SUPERVISOR OF FASHIONS
SEARS, ROEBUCK AND CO., NEW YORK CITY

SEARS
Super
Values

Your best buy because:

- SEAMS are piked and pressed open, stitched 12 to 16 stitches per inch.
- SIDE SEAMS have a $\frac{3}{8}$ -inch seam allowance to provide for alterations.
- HEMS are $1\frac{1}{2}$ to 2 inches wide and all are neatly taped or machine bound.
- WAISTLINE and the yoke are double stitched and are firmly ribbon bound.
- BELT reinforced for added firmness. Belt loops are made of self fabric.
- SHOULDER PADS are cloth covered, are machine stitched, tacked into place.
- SLEEVE BOTTOMS are stitched back neatly and are bound or hand felled.
- BUTTONHOLES are closely spaced and double stitched for added strength.
- THREAD is vat dyed in colors to match all the dress fabrics exactly.
- FABRICS are tested for wearability, durability and also for dry cleaning.

New and exclusive with Sears
"Contour Closure," bulk-free, placket closing insures smooth fit and also serves as a handy, concealed side pocket.

"STÜNZI"

Long-wearing rayon gabardine

A—Casual shirtfrock with easy to wear front fullness. Unpressed front pleated, back gored skirt. Saddle stitch accents; simulated leather buttons. *Colors:* Spruce blue or luggage brown. *Misses' sizes:* 12, 14, 16, 18, 20. See Misses' size scale on page 17. *State size and color.*

♦31 F 4500—Shpg. wt., 1 lb. 9 oz.....\$4.98

B—Two-piece dress that serves as a year-round, all occasion suit. Saddle stitch trim, simulated leather buttons, back gored skirt. *Colors:* Luggage brown or spruce blue.

Misses' sizes: 12, 14, 16, 18, 20. See Misses' size scale on page 17. *State size and color.*

♦31 F 4502—Shpg. wt., 1 lb. 9 oz.....\$4.98

Button bumper beret. Fine quality fur felt. *Colors:* Luggage brown, black or navy blue. *Measure, state color.* Shpg. wt., 14 oz.

78 F 1—Fits 21 $\frac{1}{2}$ to 22 $\frac{1}{2}$ inch. Hat.....\$4.98

Catalog numbers marked with a diamond ♦ are shipped from New York. Order and pay postage from Sears nearest mail order house.

About Women's and Girls' Fashions

New government regulations affecting garment design for the purpose of conserving fabric have been issued since this catalog went to press. Therefore, in certain instances, you will find that the garments you receive will vary slightly from the catalog in respect to pocket size, collar, belt width, etc., but in every case, styles will all be essentially the same, values equally as good.

It's Easy to Order Rationed Shoes by Mail from Sears

Simply attach Stamp No. 18 (detached from your War Ration Book No. 1) to your order. You are permitted to detach Stamp No. 18 only when ordering by mail. The expiration date of Stamp No. 18 is October 31, 1943. Further information on the one to use after No. 18 expires will be announced in newspapers and by radio. Watch for the announcements of changes. See page 318 of this catalog for complete information on how to order rationed shoes by mail.

C1171PB₂

Sears, Roebuck and Co.

Notice to Customers about Sears Ceiling Prices

No price for any article listed or described herein exceeds the ceiling price for that article as determined under the applicable maximum price regulation issued by the Office of Price Administration. As required by that office, we will, upon request, furnish you with statement of our maximum prices on any of the commodities listed about which you inquire. Sears, Roebuck and Co.

Small Businesses, Garages, Factories, Hospitals, Schools:

Priority ratings have been granted to small businesses, garages, factories, hospitals, schools, etc. for the purchase of maintenance, repair and operating supplies. See Page 910.

C1171PB

Sears, Roebuck and Co.



A



B

Ann Barton
Our own trade mark

Sears Famous \$4.98 Dresses

Perfect answer to your need for simple, well made dresses that fit beautifully, wear wonderfully and give long-term service . . . Sears famous \$4.98 dresses. That's because we've picked classic styles, choice fabrics and had them quality made to meet the most rigid standards.

\$498
each

SEARS
Super
Values

Your best buy because . . .

- HEMS are 1½ to 2 inches wide and taped or machine bound
- WAISTLINE and yoke are double-stitched and ribbon bound
- BELT is firmly reinforced. Belt loops are made of self fabric
- SLEEVE BOTTOMS are stitched back, bound or hand felled
- BUTTON HOLES are closely spaced and are double stitched
- SHOULDER PADS are covered, machine stitched and tacked
- SEAMS are pinned, pressed open. 12 to 16 stitches per inch
- SIDE SEAMS have ½-inch seam allowance to allow altering
- THREAD is vat dyed in colors to match dress fabrics exactly
- FABRICS are tested for wear, durability and dry cleaning

New this season—and an exclusive Sears feature:

"Contour Closure," bulk-free placket closing that insures smooth, trim fit and also serves as a handy, concealed side pocket.

A—The tailored button-front dress meets your daytime needs for all-occasion utility with crisp, long-lived smartness. That's because it's made of Stunzi's rayon gabardine. Nicely detailed set-in waist atop gored skirt. Simulated leather belt. Dry clean.

Colors: Beige, soldier blue or luggage brown. *Misses' sizes:* 12, 14, 16, 18, 20. See size scale on page 17. *State size and color.*

♦31 F 4504—Shipping weight, 1 pound 9 ounces.....\$4.98

The hat. Casual, tailored or sporty to suit your mood and your favorite dress. Unusually becoming, easy to wear. Fine fur felt.

Colors: Brown, black, navy blue. *Measure; state color.*

78 F 2—Fits 21½ to 22½ inch. Shpg. wt., 14 oz. Hat only..\$4.98

B—The front-fullness shirtfrock in Luana rayon, has the soft, young look that anyone can wear becomingly. You'll find it fashion-right for noon to night wear, too. Jaunty with side slashed pockets. White collar and cuffs are easily detachable. Dry clean.

Colors: Red, soldier blue or medium green. *Misses' sizes:* 10, 12, 14, 16, 18. See size scale on page 17. *State size and color.*

♦31 F 4505—Shipping weight, 1 pound 9 ounces.....\$4.98

C—The two-piece dress in Luana rayon, serves a real, year-round wardrobe need, because you can wear it as a dress alone, or as a suit with contrasting blouses. Button-front jacket has front-tie belt and detachable white collar. Good hanging, center-pleated, gored skirt. Dry clean. *Colors:* Soldier blue or medium green. *Misses' sizes:* 12, 14, 16, 18, 20. See size scale on page 17. *Women's sizes:* 38, 40, 42, 44. Size scale, page 33. *State size and color.*

♦31 F 4506—*Misses' sizes (12-20)*—Shpg. wt., 1 lb. 9 oz.....\$4.98

♦31 F 4606—*Women's sizes (38-44)*—Shpg. wt., 1 lb. 9 oz.. \$4.98

Everything available on Sears Easy
Payment Plan; see inside back cover.

Catalog numbers marked ♦ are shipped from New York.
Order and pay postage from Sears nearest mail order house.

4 . . . SEARS, ROEBUCK AND CO. 2 □ ♦



A



Ann Barton
Our own trade mark.

Sears Famous \$4.98 Dresses

First in the field . . . Sears famous \$4.98 dresses . . . because half a million women, who know good value and good clothes, have acclaimed them so. Smart-forever styles, dependable fabrics, careful fit and expert workmanship make them thrilling dress values.

\$4.98
each

Super
Values

Your best buy because . . .

- HEMS are 1½ to 2 inches wide and taped or machine bound
- WAISTLINE and yoke are double-stitched and ribbon bound
- BELT is firmly reinforced. Belt loops are made of self fabric
- SLEEVE BOTTOMS are stitched back, bound or hand felled
- BUTTON HOLES are closely spaced and are double stitched
- SHOULDER PADS are covered, machine stitched and tacked
- SEAMS are pinned, pressed open. 12 to 16 stitches per inch
- SIDE SEAMS have 7/8-inch seam allowance to allow altering
- THREAD is vat dyed in colors to match dress fabrics exactly
- FABRICS are tested for wear, durability and for dry cleaning

New this season—and an exclusive Sears feature:

"Contour Closure", bulk-free placket closing insures smooth, trim fit and also serves as a handy, concealed side pocket.

A—The button trim dress has the good lines and simplicity that mean unlimited wearability for you. Note the youthful, easy fitting surplice bodice and soft pleated, gored skirt. Double stitched neckline, self belt. Good quality rayon. Dry clean.

Colors: Dusty aqua or rosewood. *Misses' sizes:* 10, 12, 14, 16, 18. See size scale on page 17. *State size and color.*

♦ 31 F 4508—Shipping weight, 1 pound 6 ounces \$4.98

B—The long-sleeved pleated success, the dress that's made fashion headlines straight across the country. One piece with little pleatings down waist front and around slash pockets. Saucy bow neckline. Gored back skirt. Good quality rayon. Dry clean. *Colors:* White polka dots on black, luggage brown or medium green grounds. *Misses' sizes:* 12, 14, 16, 18, 20. *Size scale, page 17. State size, color.*

♦ 31 F 4509—Shipping weight, 1 pound 7 ounces \$4.98

Grosgrain-ruff hat. Tiny, forward-tip tilt. Smart with everything. Fur felt. *Colors:* Black or dark brown. *Measure; state color.*

78 F 3—Fits 21½ to 22¾ inch. Shpg. wt., 14 oz. Hat only \$4.98

C—The tuck-in two-piecer, one of the rising stars of fashion, because it's so smart, so comfortable, and looks well on most figures. Wear the bowed blouse with suits, too. Contrasting belted skirt has slash pockets either side of front fullness. Good quality rayon. Dry clean. *Color:* Black and white print. *Misses' sizes:* 10, 12, 14, 16, 18. See size scale on page 17. *State size.*

♦ 31 F 4510—Shipping weight, 1 pound 7 ounces \$4.98

Pretty veiled beret. Big enough to shadow your eyes. Fur felt. *Colors:* Black or dark brown. *Measure; state color.*

78 F 4—Fits 21½ to 22¾ inch. Shpg. wt., 14 oz. Hat only \$4.98

Catalog numbers marked ♦ are shipped from New York. Order and pay postage from Sears nearest mail order house.





B



C

Ann Barton

Our own trade mark

Sears Famous \$4.98 Dresses

"More for your money" is an old Sears custom. It's shown in every detail of these grand dresses. You see it in their fine fabrics, precise fit and sensibly smart, becoming styles specially designed for women's sizes.

\$4.98
each

SEARS
Super
Values

Your best buy because . . .

- HEMS are 1½ to 2 inches wide and taped or machine bound
- WAISTLINE and yoke are double-stitched and ribbon bound
- BELT is firmly reinforced. Belt loops are made of self fabric
- SLEEVE BOTTOMS are stitched back, bound or hand felled
- BUTTON HOLES are closely spaced and are double stitched
- SHOULDER PADS are covered, machine stitched and tacked
- SEAMS are pinned, pressed open, 12 to 16 stitches per inch
- SIDE SEAMS have ½-inch seam allowance to allow altering
- THREAD is vat dyed in colors to match dress fabrics exactly
- FABRICS are tested for wear, durability and dry cleaning

New this season—and an exclusive Sears feature:

"Contour Closure", bulk-free placket closing that insures smooth, trim fit and serves as a handy, concealed side pocket.

A—The shirtfrock, so universally becoming, so easy to vary with different accessories, is presented with a tucked front yoke. Front fullness on back gored skirt, self trimmed pockets and belt. Good quality alpaca-type rayon. Dry clean. *Colors:* Rosewine, soldier blue. *Women's sizes:* 34, 36, 38, 40, 42, 44. *Size scale, page 33.*

♦31 F 4604—*State size and color.* Shpg. wt., 1 lb. 6 oz. \$4.98

Slouch hat to dip down rakishly, to wear with dash. Fine soft fur felt. *Colors:* Navy, black, dark brown. *Measure, state color.*

78 F 7—Fits 22 to 22½ inch. Shpg. wt., 14 oz. Hat only.... \$4.98

B—The fly front-effect dress, accepted favorite because of its slenderizing, easy to wear line, with fine tucking down front and across pockets. Back gored skirt. Detachable white dickey. Good quality rayon. Dry clean. *Colors:* Gray, soldier blue, rosewine. *Women's sizes:* 34, 36, 38, 40, 42, 44. *Size scale, page 33.*

♦31 F 4602—*State size and color.* Shpg. wt., 1 lb. 6 oz. \$4.98

Pint-size sailor with tiny roll brim, frothy veil. Fits securely. Our best fur felt. *Colors:* Wine, navy, black. *Measure, state color.*

78 F 8—Fits 21½ to 22¼ inch. Shpg. wt., 14 oz. Hat only.... \$4.98

C—The two-piece look achieved through a front peplum, flatters the figure. Spaghetti bows on bodice; center-pleated, gored skirt. Detachable tailored dickey can be replaced by a frilly one. Good quality alpaca-type rayon. Dry clean. *Colors:* Forest green or black. *Women's sizes:* 34, 36, 38, 40, 42, 44. *Size scale, page 33.*

♦31 F 4600—*State size and color.* Shpg. wt., 1 lb. 6 oz. \$4.98

Quill hat with glamour plus. A fine fur felt hat you'll love 12 months a year. *Colors:* Wine, navy, black. *Measure, state color.*

78 F 6—Fits 21½ to 22¾ inch. Shpg. wt., 14 oz. Hat only.... \$4.98

Everything available on Sears Easy Payment Plan; see inside back cover.

Catalog numbers marked ♦ are shipped from New York. Order and pay postage from Sears nearest mail order house.





RESS



Pacific

100% virgin wool crepe . . . soft, sheer

The
dress
\$9.98
cash

Suit
dress
\$11.98
cash

On easy terms, 1/3 down. See inside back cover.

Fashion's answer to your desire for something light and bright, yet warm, to wear now alone, later under a coat. Each softly detailed for wear any hour of the day. Made of Pacific's feather weight 100% wool crepe, so you know you can count on its warmth and beauty to last. Superior workmanship accounts for the excellent fit. New *Sears-exclusive feature*, the bulk-free Contour Closure. Dry clean. Colors: Gold, pine aqua, rosewood. *Misses' sizes: 12, 14, 16, 18, 20.* See size scale on page 17. Shipping wt., each, 1 lb. 7 oz.

Front-fullness dress left. Self belt, back gored skirt. Perfect background for varied accessories. *State size and color.*
♦31 F 4518..... Cash, \$9.98

Pouch pocket two-piece dress at right. Gored skirt. Figure-flattering top. Wear with blouses or dickies. *State size, color.*
♦31 F 4520..... Cash, \$11.98



Botany

100% virgin wool flannel . . . warm, smooth

Suit \$12.98
dress cash
Shirt- \$9.98
frock cash

On Easy Terms, $\frac{1}{2}$ down. See inside back cover.

Sears scoop in lasting serviceability. Two all-occasion classics, richly warm because they're of Botany's 100% wool flannel, famous for its softness and the smooth way it tailors. Done in glowing colors for dramatic contrast under coats. Made by a famous maker with the quality features of more expensive dresses. Suit dress has new Sears-exclusive bulk-free Contour Closure. Dry clean. Colors: Pine aqua, gold or rosewood. Misses' sizes: 12, 14, 16, 18, 20. See size scale on page 17. Shipping weight, each, 1 lb. 7 oz.

2-piece suit dress at left, with convertible collar. Button through tabs and pockets. 7-gore skirt. *State size and color.*
♦31 F 4515.....Cash, \$12.98

Shirtfrock at right. Button fly-front, convertible collar, set-in pocket. Leather belt, gored skirt. *State size and color.*
♦31 F 4517.....Cash, \$9.98

Add accessories to your dress order. If total amounts to \$10 or more, Easy Terms are available.

⊕ PAGE 11 DRESSES

SSP



Mallinson's

"Twill Tour" . . . warm rayon flannel

\$9.98

Each, cash

1/2 down on Easy Terms

Mallinson's nationally famous rayon flannel, with the feel and drape of wool, makes possible the clean as a whistle tailoring of these classics. They've stitched back and pinked, pressed open seams, taped 2-in. hems, smooth shoulder pads. Suit dress has Sears bulk-free "Contour Closure." Both fashion-wise investments in all-around, year-round smartness. *Colors:* Medium green (shown), rosewood, cadet blue. Dry clean. See size scale, page 17.

Two-piece suit dress, trim and smart. 6-gore skirt. Wear jacket alone or with shirt or sweater. *Misses' sizes:* 12, 14, 16, 18, 20. *State size and color.* Shipping weight, 1 pound 9 ounces.

♦31 F 4522.....\$9.98

Fly front dress buttons to hem. Side slit pockets, set-in belt on front fullness, back gored skirt. *Misses' sizes:* 10, 12, 14, 16, 18. *State size and color.* Shipping weight, 1 pound 8 ounces.

♦31 F 4524.....\$9.98



Mallinson's

"Whirlaway" . . . crepe-twist rayon fabric

\$9.98

Each, cash

1/2 down on Easy Terms

Firm textured fabric . . . Mallinson's famous rayon crepe . . . that holds its shape well, accounts for the smooth hang of these dresses. So smart, yet so simple, you'll feel dressed for any occasion whether it's daytime or gaytime. Add fine detailing . . . stitched back, pressed open seams, taped 2-in. hems, smooth shoulder pads . . . Sears new bulk-free "Contour Closure"—and you've a wealth of wear and beauty at a low price. Dry clean. Size scale, page 17.

Two-tone front fullness dress, gored back skirt. *Colors:* Rosewood with gray (shown), brown with beige, black with aqua. *Misses' sizes:* 10, 12, 14, 16, 18. *State size and color.* Shpg. wt., 1 lb. 7 oz. ♦31 F 4525 \$9.98

Two-piece dress. Loop tabs edge jacket front, simulated pockets. Gored skirt. *Colors:* Rosewood (shown), medium green, cadet blue. *Misses' sizes:* 12, 14, 16, 18, 20. Shpg. wt., 1 lb. 8 oz. ♦31 F 4526—*State size, color* \$9.98

All dresses and accessories are available on Sears Easy Payment Plan. See inside back cover for details.

× PAGE 13 . . . DRESSES

RESS



Stünzi

"Wings" . . . flat even rayon crepe

\$6.98
Each

Basic styles to see you through the busiest morn-to-midnight schedule in good taste. Good value assured with Stünzi's Wings, a flat, firm weave rayon. Dry clean. For correct fit, see size scale, page 17. Shipping weight, each, 1 lb. 6 oz.

A-Perky pleats below, tiny darts above set-in belt give jacket of 2-piece suit dress a saucy line. Detachable white checked rayon taffeta collar, cuffs. Navy only. *Misses' sizes: 12, 14, 16, 18, 20. State size.*
♦31 F 4533 \$6.98

B-Shirred bodice and hipline dress-up casual one-piece dress. White flowers and cuffs dramatize it. Self belt. *Colors: Cadet blue or medium green. Misses' sizes: 10, 12, 14, 16, 18. State size and color.*
♦31 F 4532 \$6.98

C-Side torso buttons, wide self belt, front fullness, back gored skirt give figure flattery. Detachable white collar. *Colors: Soldier blue, luggage brown, med. green. Sizes: 10, 12, 14, 16, 18. State size. color.*
♦31 F 4534 \$6.98



Mallinson's

"Whirlaway" . . . crepe-twist rayon fabric

\$798
Each

Furlough fun or wedding on leave? Here are dress-up dresses you want to look pretty 'n festive in. Mallinson's famous Whirlaway rayon crepe with Sears-exclusive Contour-Closure. Dry Clean. Scale, pg. 17. Shpg. wt., ea., 1 lb. 8 oz.

A—Self scroll ornaments adorn the beautifully fitting jacket of this two-piece dress. Wear it the year-round. Gored skirt. Colors: Gold, cadet blue, black. Sizes: 12, 14, 16, 18, 20. State size, color.
♦31 F 4529.....\$7.98

B—Sequins twinkle merrily on dine-dance dress. Basic good lines include sweetheart neckline, front fullness, back gored skirt. Colors: Black, royal blue. Misses' sizes: 12, 14, 16, 18, 20. State size, color.
♦31 F 4530.....\$7.98

C—Gay pocket, embroidered and crocheted, highlights smart simplicity of surplice neckline dress. Front fullness, back gored skirt. Colors: Soldier blue, black. Misses' sizes: 12, 14, 16, 18, 20. State size, color.
♦31 F 4528.....\$7.98

Dresses and your accessories are available on Sears Easy Terms. See inside back cover for details.

⊖ PAGE 15 DRESSES

RESS



Mallinson's

"Cavalcade" . . . a rayon crepe

\$6⁹⁸
Each

Extra value and service in these extra smart year-rounders because, with Sears usual insistence on giving you more for your money, we've made them of Mallinson's Cavalcade . . . a firm, rib-like, rayon crepe that owes its fame among value-wise shoppers to its enduring beauty. Made with Sears-Exclusive Contour-Closure.

A-2-piece dress, with ruffled rayon plaid collar and sleeve edges. Gored skirt. Dry clean. *Colors:* Medium blue, luggage brown. *Sizes:* 12, 14, 16, 18, 20. *Size scale:* page 17. *State size, color:* Shipping wt., 1 lb. 8 oz. *31 F 4536 \$6.98

B-Peg pocketed shirtfrock, detachable rayon taffeta bow, cuffs. Back gored skirt. Dry clean. Navy only, with navy-white striped trim. *Sizes:* 10, 12, 14, 16, 18. *Size scale:* page 17. *State size, color:* Shipping weight, 1 lb. 8 oz. *31 F 4537 \$6.98

C-Button front shirtfrock. Back gored skirt. Curved notched collar. White ball buttons. Dry clean. *Colors:* Medium blue, medium green. *Sizes:* 12, 14, 16, 18, 20. *Size scale:* page 17. *State size, color:* Shpg. wt., 1 lb. 7 oz. *31 F 4538 \$6.98

Be Measured

For your new Dress, Suit, or Coat

How easy it is to be correctly fitted when you order from Sears. Simply check your measurements each time you order and consult the size scales below. When you have selected the proper size, use that size for every type of garment—dress, suit, coat, or blouse, whether high priced or low priced, whether made of rayon, cotton, or wool. We have made all the necessary allowances for style and fit. Be certain of right fit by measuring carefully—you get the most accurate results when you have someone else measure you as shown below.

Important: Give special attention to hip and waist measurements; most garments fit more closely at these points than at the bust.

Your measurements should be taken over slip or lightweight dress with belt removed, as illustrated.



Hips are measured 7 inches below natural waistline. Hold tape firm but not tight. Sears garments are pre-tested for size at that depth.



Waist is measured at smallest part of natural waistline. Hold tape as snugly as you would like to have your garment fit you. Measure carefully.



Bust is measured over fullest part with tape held firm but not tight. Do not let it slide down in back. Stand erect, with arms at sides.



Length is measured from "bump" at back of neck, following curve of body to hem. Take in two steps—from neck to waist, waist to hem.

IMPORTANT—1. Do not change the size for one inch variation in bust measure . . . if hip and waist agree with scale.
2. If hip and waist measurements are between sizes, order size nearest to these two measurements.

JUNIORS' SIZE SCALE . . . Juniors' figure is slightly shorter than a Misses'. The bustline is higher, the waistline slimmer. Garments are youthful in style for youthful figures of all ages.

Order Size	9	11	13	15	17	19
If hips are	33	34½	36	37½	39	40½ in.
If waist is	23½	24½	26	27½	29	30½ in.
If bust is	30½	32	33½	35	36½	38 in.
Dress length	39½	40½	41	41½	42	42½ in.

STOUT WOMEN'S SIZE SCALE . . . Stout Women's figure is heavier through the upper body than the Woman's figure. Garments are styled with Sears famous Trimline perfection to make you look slim.

Order Size	39	41	43	45	47	49	51	53
If hips are	43½	45½	47½	49½	51½	53½	55	56½ in.
If waist is	36	38	40	42	44	46	48	50 in.
If bust is	41	43	45	47	49	51	53	55 in.
Dress length	44	44½	45	45½	46	46½	47	47 in.

SHORTER WOMEN'S SIZE SCALE . . . for shorter figure of 5 ft. 3 in. and under—found on pages 46 and 91 where specially proportioned garments for this figure type are shown.

MISSSES' SIZE SCALE . . . Misses' figure has a well-developed but youthful bustline. The waist is slender. The figure is well proportioned throughout. This average figure type has the widest choice of styles.

Order Size	10	12	14	16	18	20	22
If hips are	34	35	36½	38	39½	41	43 in.
If waist is	24	25½	27	28½	30	32	34 in.
If bust is	31	32½	34	35½	37	39	41 in.
Dress length	41	41½	42	42½	43	43½	44 in.

WOMEN'S SIZE SCALE . . . Woman's figure is a well proportioned, mature figure with waistline slightly larger than a Misses' figure.

Order Size	34	36	38	40	42	44	46	48
If hips are	38½	40½	42½	44½	46½	48½	50½	52½ in.
If waist is	30	32	34	36	38	40	42	44 in.
If bust is	36	38	40	42	44	46	48	50 in.
Dress length	43	43½	44	44½	45	45½	46	46½ in.

OLDER WOMEN who wear Gracious Lady dresses should use the Women's Size Scale to determine size. Gracious Lady dresses are cut longer, however, as lengths listed below indicate:

Size	34	36	38	40	42	44	46
Dress length	45	45½	46	46½	47	47½	48 in.

Year-Round Wardrobe variety in Fine Rayons

\$3.98
Each

FRANKLY'S Frost-spun rayon, prized for its good wearing traits, is included in this style-packed line-up of spun rayons, rayon crepes and French-type rayon crepe. Each is an unusual value at this low price and reflects the money-saving power of Sears tremendous buying volume. We bring you jaunty shirt-frocks, crisp 2-piece suits, and softly detailed, dressier, gala frocks. All are dry cleanable. All are fashioned with Sears usual devotion and careful attention to fine detailing and long-lived styling.

You can easily pick a complete wardrobe to serve your needs for the entire year from these two pages. And why not do it —when the price for each of these dresses is only \$3.98? Remember, you can add other merchandise to your dress order. If the total amounts to \$10 or more, Sears Easy Payment plan is available. Please refer to inside back cover for complete details.

Check size scale on page 17

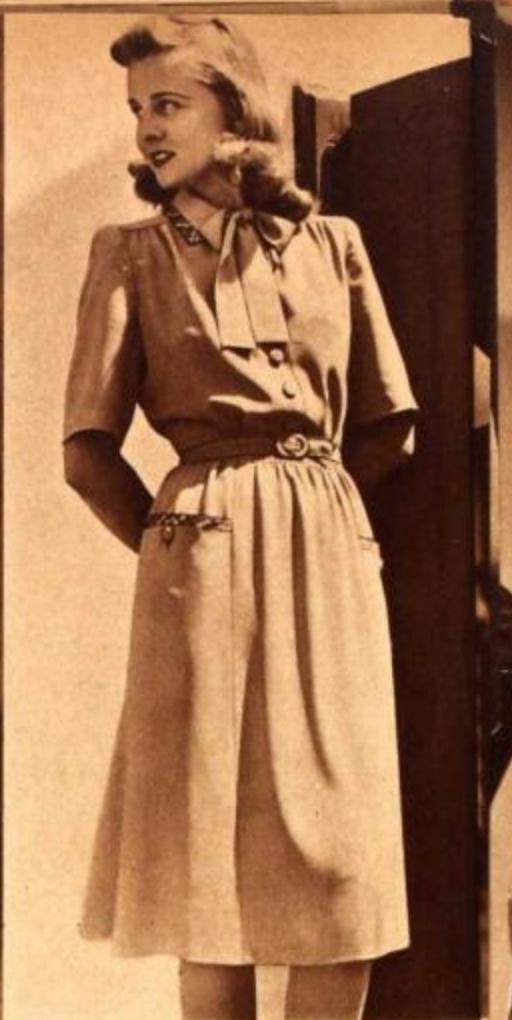
To insure correct fit for longer wear, make sure of your exact size. Refer to the size scale on page 17, when ordering, for measurement guidance.

Catalog numbers marked with ♦ are shipped from New York. Order and pay postage from Sears nearest mail order house.



Better quality spun rayon two-piece with red border print. Colors: Luggage brown or medium blue grounds. Sizes: 12, 14, 16, 18, 20. State size, color.

♦ 31 F 4545—Shpg. wt., 1 lb. 8 oz. . . . \$3.98



Frost-spun rayon with rayon plaid trim around collar and pockets. Gored back skirt. Colors: Navy or luggage brown. Sizes: 10, 12, 14, 16, 18. State size.

♦ 31 F 4548—Shpg. wt., 1 lb. 8 oz. . . . \$3.98



Frost-spun rayon shirtfrock. Curved set-in pockets, simulated leather belt. Colors: Green or luggage brown. Sizes: 12, 14, 16, 18, 20. State size and color.

♦ 31 F 4546—Shpg. wt., 1 lb. 8 oz. . . . \$3.98



Two-tone dress of rayon crepe. Self loop buttons. Gored back skirt. Colors: Black with aqua blue, luggage brown with beige. Sizes: 10, 12, 14, 16, 18. State size, color.

♦ 31 F 4550—Shpg. wt., 1 lb. 8 oz. . . . \$3.98



Frost-spun rayon shirtfrock with curved flaps on bodice. Front pleated, back gored skirt; simulated leather belt. Colors: Luggage brown or green. Sizes: 12, 14, 16, 18, 20. State size and color.
♦ 31 F 4549—Shpg. wt., 1 lb. 8 oz. \$3.98



Frost-spun rayon with scallop and button trim, set-in waistband. Gored back skirt. Colors: Beige with brown, cadet blue with navy. Misses' sizes: 10, 12, 14, 16, 18. State size and color.
♦ 31 F 4547—Shpg. wt., 1 lb. 8 oz. \$3.98



Rayon grosgrain and trim belt on shirtfrock. French-type rayon crepe. Shirring on front skirt. Colors: White polka dots on navy or green grounds. Sizes: 10, 12, 14, 16, 18. State size, color.
♦ 31 F 4551—Shpg. wt., 1 lb. 7 oz. \$3.98



Smocked shirtfrock with set-in bands that tie in front. Front full, back gored skirt. Rayon crepe. Colors: Cadet blue or red. Misses' sizes: 12, 14, 16, 18, 20. State size and color.
♦ 31 F 4552—Shpg. wt., 1 lb. 7 oz. \$3.98



Ruffled apron-effect dressy frock of rayon crepe. Flattering front fullness. Color: Black with black-and-white checked rayon taffeta only. Misses' sizes: 10, 12, 14, 16, 18. State size.
♦ 31 F 4553—Shpg. wt., 1 lb. 8 oz. \$3.98



Two-piece spun rayon suit. Form-fitting jacket with flap trim, detachable collar and cuffs. Gored skirt. Color: Black-and-white jacket, black skirt. Sizes: 10, 12, 14, 16, 18. State size.
♦ 31 F 4554—Shpg. wt., 1 lb. 8 oz. \$3.98

Thrifty Rayons, Rayon Mixtures

Styles for everyday wear,

fashion-right everywhere

\$ 2 98
Each

All the popular favorites are here . . . button-front, princess type, casual shirtfrock with detachable dickey, fly-front, comfortable front fullness skirts . . . all at the popular price of \$2.98. Proving again how little it costs to be well dressed when you shop at Sears. We've pin checks, solid colors, and prints in gladsome variety to suit all occasions. Some spiced with embroidery, some with braid or applique. Each with a dash of style sparkle to endear it to you. Some hand washable separately, some dry cleanable. Remember, you can add other merchandise to your dress order. If it totals \$10 or more, Sears Easy Terms are available. See inside back cover for full details of this plan.

Check size scale on page 17

For longer and greater wearing satisfaction, make sure of your correct size. For measuring instructions to insure correct fit, refer to page 17.

Catalog numbers marked with ♦ are shipped from New York. Order and pay postage from Sears nearest mail order house.



High bow tie black-and-white checked rayon and cotton. Gored back skirt, red cherry trim, black belt, buttons. Dry clean. Sizes: 10, 12, 14, 16, 18. *State size.*

♦ 31 F 4575—Shpg. wt., 1 lb. 6 oz... \$2.98

Detachable white dickey on spun rayon shirtfrock. Flap trim on gored skirt. Colors: Medium blue, green. Hand wash separately. Sizes: 12, 14, 16, 18, 20. *State size, color.*

♦ 31 F 4576—Shpg. wt., 1 lb. 6 oz... \$2.98



Princess button-front spun rayon slenderizing braid trim. Colors: Luggage brown with beige, navy with light blue. Dry clean. Sizes: 10, 12, 14, 16, 18. *State size, color.*

♦ 31 F 4577—Shpg. wt., 1 lb. 6 oz... \$2.98

Embroidered pockets on easy-to-get-into button front. Spun rayon and cotton. Hand wash separately. Colors: Beige or cadet blue. Sizes: 12, 14, 16, 18, 20. *State size, color.*

♦ 31 F 4578—Shpg. wt., 1 lb. 6 oz... \$2.98



White braid trimming, shoulder to hem, on button-front dress for slenderizing magic. Gored skirt. Spun rayon. Dry clean. Colors: Green or navy. Sizes: 12, 14, 16, 18, 20. State size and color.
♦ 31 F 4579—Shpg. wt., 1 lb. 6 oz. \$2.98



Fly-front effect dress buttoned at side, all around gored skirt. Spun rayon. Dry clean. Colors: Gold with brown braid, cadet blue with navy braid. Sizes: 10, 12, 14, 16, 18. State size and color.
♦ 31 F 4580—Shpg. wt., 1 lb. 6 oz. \$2.98



Ruche trimmed flaps pretty up softly detailed shirtfrock of spun rayon. Dry clean. Colors: White print on navy, luggage or green grounds. Sizes: 10, 12, 14, 16, 18. State size and color.
♦ 31 F 4581—Shpg. wt., 1 lb. 6 oz. \$2.98



Front fullness shirtfrock, with set-in back waistband that ties at front. Spun rayon, hand wash separately in Lux. Colors: Luggage brown or green. Misses' sizes: 12, 14, 16, 18, 20. State size and color.
♦ 31 F 4582—Shpg. wt., 1 lb. 6 oz. \$2.98



Bow border print dirndl with simulated pockets and tie back, front set-in belt. Spun rayon. Colors: Navy or green with white design. Dry clean. Sizes: 10, 12, 14, 16, 18. State size and color.
♦ 31 F 4583—Shpg. wt., 1 lb. 6 oz. \$2.98



Peg pocket-effect dress with colorful embroidery on yoke. All around gored skirt. Spun rayon and cotton. Dry clean. Colors: Medium blue or rose. Sizes: 12, 14, 16, 18, 20. State size and color.
♦ 31 F 4584—Shpg. wt., 1 lb. 6 oz. \$2.98



Part-Rayon Bargains

Dressy and casual year-round styles

\$269
Each

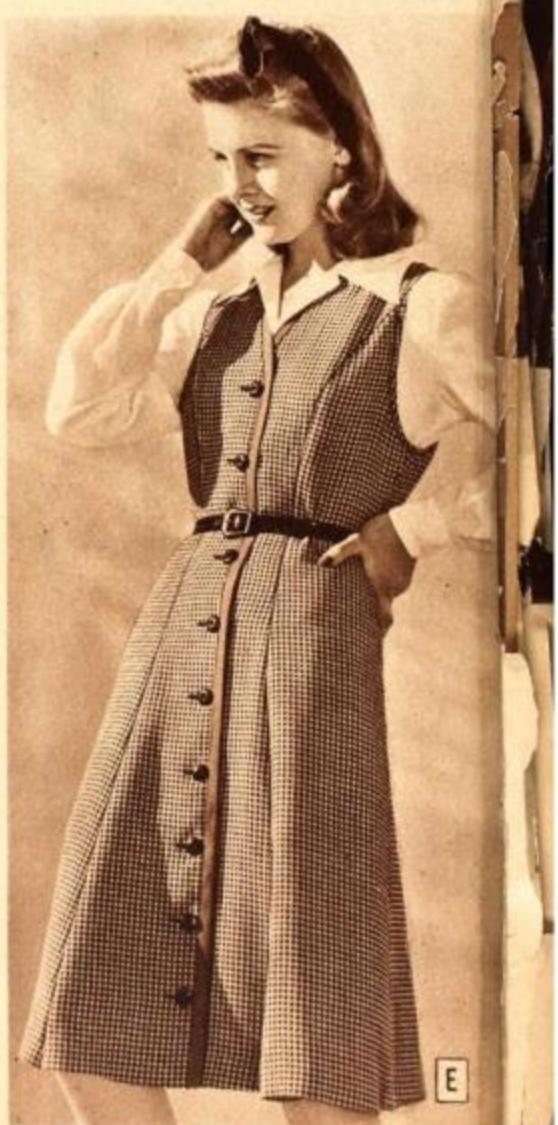
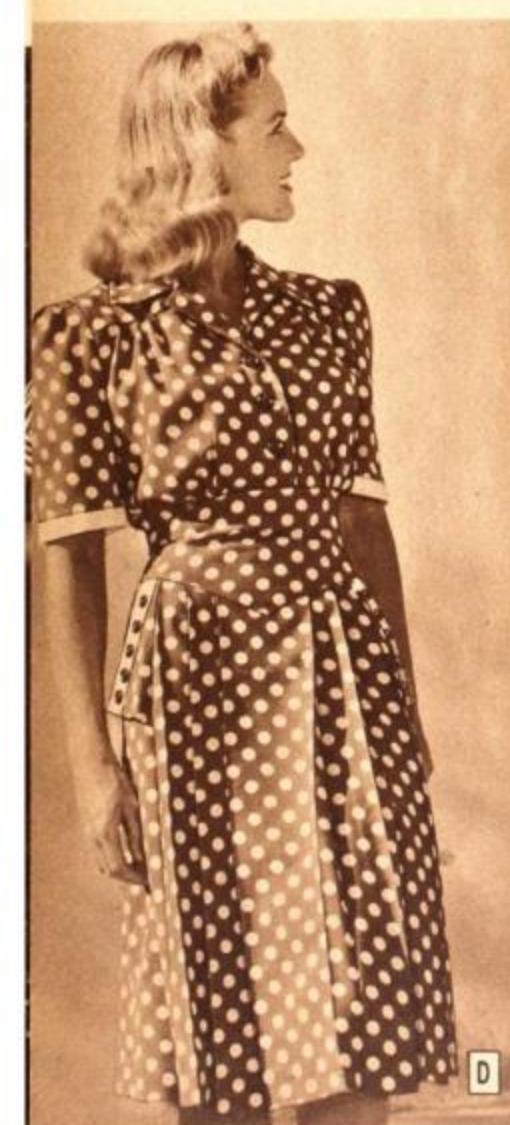
A-Two-tone dressy frock, with flattery of light color highlighting face. One piece, in spun rayon. Dry clean. Colors: Navy, light blue top; luggage brown, beige top. Misses' sizes: 10, 12, 14, 16, 18. Size scale, page 17. ♦ 31 F 4592—State size, color. Shpg. wt., 1 lb. 6 oz... \$2.69

B-Button-front shirt frock, in 55% rayon, balance cotton. Patch pockets on bodice. Hand wash separately in LUX. Colors: White-printed luggage brown, aqua blue, cadet blue. Misses' sizes: 12, 14, 16, 18, 20. Scale, page 17. ♦ 31 F 4591—State size, color. Shpg. wt., 1 lb. 6 oz... \$2.69

C-Arrow trim, fly front-effect shirtfrock. Skirt gored front, back. Spun rayon and cotton. Hand wash separately in LUX. Colors: Gray or red, contrasting embroidery. Misses' sizes: 12, 14, 16, 18, 20. Size scale, page 17. ♦ 31 F 4590—State size, color. Shpg. wt., 1 lb. 6 oz... \$2.69

D-Peg-top effect, waist slimming midriff. Back gored skirt, tie back belt. 55% rayon, bal. cotton. Hand wash separately in LUX. Colors: White-dotted light teal blue, navy, luggage brown. Sizes: 10, 12, 14, 16, 18. Scale, pg. 17. ♦ 31 F 4593—State size, color. Shpg. wt., 1 lb. 6 oz... \$2.69

E-Jaunty jumper frock to wear year-round. 55% rayon, balance cotton. Black-and-white checks with kelly green binding. Dry clean. Blouse sold separately, page 113. Misses' sizes: 10, 12, 14, 16, 18. Check size scale on pg. 17. ♦ 31 F 4594—State size, color. Shpg. wt., 1 lb. 6 oz... \$2.69





Fine Washable Cottons

Superior quality, excellent values

\$198
Each

A-Better quality woven chambray in suspender effect. Set-in front waistband, back ties, gathered skirt. Colors: Copen blue or brown with white stripes. Sizes: 12, 14, 16, 18, 20. See size scale, page 17. *State size and color.*

♦ 27 F 8808—Shipping weight, one pound. \$1.98

B-Better quality checked percale button front. Waist-nipping midriff effect, back sash ties. Braid trim. Colors: Red or navy with white checks. Sizes: 12, 14, 16, 18, 20. See size scale on page 17. *State size and color.*

♦ 27 F 8804—Shipping weight, one pound. \$1.98

C-Our best quality poplin shirtfrock. Pleated front skirt; figure-hugging midriff waistband. Colors: Navy or aqua green, with white polka dots. Sizes: 12, 14, 16, 18, 20. Refer to size scale on page 17. *State size and color.*

♦ 27 F 8800—Shipping weight, one pound. \$1.98

D-Our best quality striped poplin in a firmly styled, practical button front coat dress. Easy-swinging front-pleated 2-pc. bias back skirt. Color: Red-white-and-navy striped. Sizes: 12, 14, 16, 18, 20. Size scale pg. 17. *State size.*

♦ 27 F 8802—Shipping weight, one pound. \$1.98

E-Our best quality striped percale shirtfrock with new ruffled look. Pleated front, 2-pc. bias back skirt for full swing. Colors: Red, copen, green, with white stripes. Sizes: 12, 14, 16, 18, 20. Scale, pg. 17. *State size, color.*

♦ 27 F 8806—Shipping weight, one pound. \$1.98

Order by mail and save time, gas and rubber.

Catalog numbers marked with ♦ are shipped from Kansas City. Order and pay postage from Sears nearest mail order house.

○ ✓ PAGE 23 DRESSES

RESS



Our finest cottons, cotton mixtures

All LUXABLE, of course
for misses, sizes 12 to 20

Cotton picking is fun when you do it by mail at Sears. You save energy, gas and money, too. For Searspride cotton dresses are wonderful values, bringing you lots more for your money, whether you judge them by fabric, style, making or wearability. Our fall and winter crop is made with an eye for non-stop service . . . designed with the simplicity and snap so becoming to all figures, so right for all occasions. They're easy to take care of because we've used fine quality cottons (some with rayon added for better texture). Hand wash them separately in Lux to keep them bright and sparkling. If you add your cotton pickings to the rest of your order and it totals \$10 or more, Sears Easy Payment Plan is available. See inside back cover for full details.

These value features built in each one:

SEAMS...firmly stitched and neatly finished.
HEMS...1 and 2 inches, depending on style.
PLEATS...deep and generous for good swing.
BELTS...specially selected, good looking.
Belt loops made of self fabric, firmly sewn.
BUTTONS...fresh water pearl or fine novelty
plastic to harmonize with fabric perfectly.

Catalog numbers marked with ♦ are shipped from Kansas City. Order and pay postage from Sears nearest mail order house.



\$2.79

Glen plaid jumper in woven cotton suiting, wear it with blouses you may select from pages 114 and 115 and make an outfit to serve you well the year-round. Jumper buttons up front, has fitted bodice, front pleated skirt, big pockets. Easy to keep fresh—wash in gentle Lux suds. Assorted plaids. Blouse shown on figure is not included. Sizes: 12, 14, 16, 18, 20. Check size scale on page 17. *State size.*

♦27 F 8810—Shpg. wt., 1 lb. 8 oz....\$2.79

\$3.98

Border print suit dress of unlimited service, undated charm. Wear alone now, under coat later. Wear as is or with blouses, dickies. Jacket has tie-front set-in waistband. Skirt has front, back stitched-down pleats. Better quality cotton, rayon mixture. Easy to wash, just LUX. *Colors:* Red or open blue grounds. *Sizes:* 12, 14, 16, 18, 20. *Scale, page 17. State size, color.* Not in stock until Aug. 15. Do not order before that date.

♦27 F 8814—Shpg. wt., 1 lb. 8 oz....\$3.98



\$2.79

Seersucker coat dress that buttons up the front. So easy to get into, so easy to care for. Perfect for all day, everyday wear. Gored skirt; darted at back and front waist; roomy pockets; simulated leather belt. Better quality cotton seersucker that needs no ironing. Use gentle Lux. Colors: Copen blue, red, brown or green with white stripes. Sizes: 12, 14, 16, 18, 20. Check size scale on page 17. *State size and color.*

* 27 F 8820—Shpg. wt., 1 lb. \$2.79

\$2.79

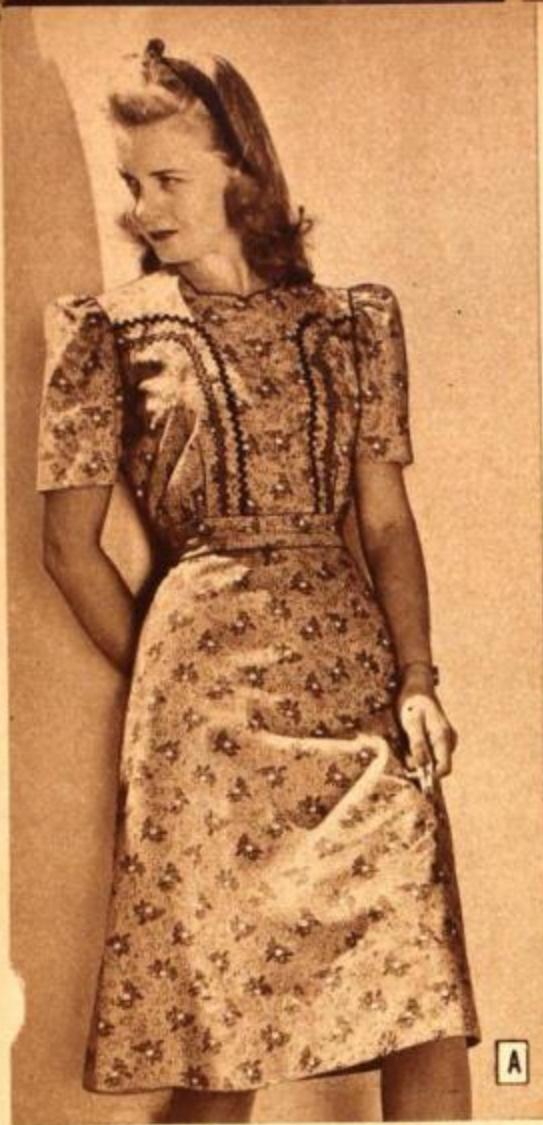
Floral peg-top dress with self bowed neckline, so popular because of its soft femininity. Self pleating trim adds dress-up note. Front gathered, 6-gore skirt, side button placket. Better quality cotton and rayon mixture, hand wash in Lux. Colors: Copen blue or luggage tan grounds. Sizes: 12, 14, 16, 18, 20. Scale, page 17. *State size, color.* Not in stock until August 15. Do not order before that date.

* 27 F 8824—Shpg. wt., 1 lb. \$2.79

\$2.98

Checked gingham shirtfrock, the style that can't be beat for all-around comfort and becomingness. Front-pleated, back gored skirt for swing; rounded yoke for vestee effect; side button placket. Better quality gingham with checks woven in, so wash as often as you like in gentle Lux—Colors: Copen blue, red, brown or green with white checks. Sizes: 12, 14, 16, 18, 20. Check size scale on page 17. *State size and color.*

* 27 F 8822—Shpg. wt., 1 lb. \$2.98



A-Floral Percale \$1.29



B-Striped Chambray \$1.79



C-Checked Percale \$1.29



D \$1.59

Low Priced Cottons

Neatly finished washables

A-Floral figure-flatterer, with trim bodice lines accented by double rows of braid. Tie-back sash, front set-in waistband, back neck closing. Good quality percale; a fine value. *Colors: Assorted gay prints. Sizes: 12, 14, 16, 18, 20. See size scale on page 17. State size.*

47 F 8834—Shipping weight, 1 pound \$1.29

B-Button front dress, of better quality woven striped chambray, smart enough to go to town. Neat set-in waistband, 4-piece bias cut skirt. *Colors: Copen blue or rose, with white stripes. Sizes: 12, 14, 16, 18, 20. See size scale on page 17. State size and color.*

47 F 8838—Shipping weight, 1 pound \$1.79

C-Checked midriff dress with back ties. Harmonizing binding on petal collar, sleeves, pocket. Front gored skirt. Good quality percale. Assorted checks. *Sizes: 12, 14, 16, 18, 20. See size scale on page 17. State size.*

47 F 8832—Shipping weight, 1 pound \$1.29

D-Floral pinafore dress buttons to waist in back. Full gathered skirt, tie-back sash. Ric-rac trim on ruffles. Good quality percale. Assorted colorful designs. *Sizes: 12, 14, 16, 18, 20. See size scale, page 17. State size.*

47 F 8836—Shipping weight, 1 pound \$1.59

E-Floral button-front dress with figure-flattering set-in waistband. Perfect work dress. Gathers under shoulder yoke; pleats back, front, on bodice for working fullness. Good quality cotton. Assorted colorful patterns. *Sizes: 12, 14, 16, 18, 20. See size scale, page 17. State size.*

47 F 8830—Shipping weight, 1 pound \$1.59

Cotton dresses, too, are available on Sears Easy Payment Plan. See inside back cover for Easy Terms and details.



E-Button-Front Dress \$1.59

Juniors

This fly front dress typifies the slick 9-to-17 tricks Sears bring you on pages 27 through 32.

Young in age or spirit, busy all the time. Making every minute count at school or office. Clothes must be zestful, ready to do a quick-change act from desk to date. Sears bring you all types, some casual, some frankly dressy, in your pet styles. Modified dirndl with slimming front fullness . . . 2-pieces with trim tops designed *not* to weigh down your petiteness . . . beauty-making basques. All chosen for their quality and suitability. All perfectly proportioned to your figure to cut out alteration time and cost. Sears low prices fit any spending plan, whether it's Dad's or your own. Buying your complete wardrobe at one time is good thrift and fashion sense, so why not do it here and now? Sears Easy Payment Terms are available if your purchase totals \$10 or more—the inside back cover gives you the whole story.

\$7.98

Rayon Macomba cloth, part Teca

A hit the country over because classic simplicity and all-time wearability team up with the clean-cut smartness Juniors want. It has a streamlined fly front that buttons from waist down. Multi-stitching on collar and front add to brisk trimness. Front full skirt has easy swing and double-buckled self belt. Dry clean. Colors: Red, aqua blue. Sizes: 9, 11, 13, 15, 17. Check scale below. *State size and color.*

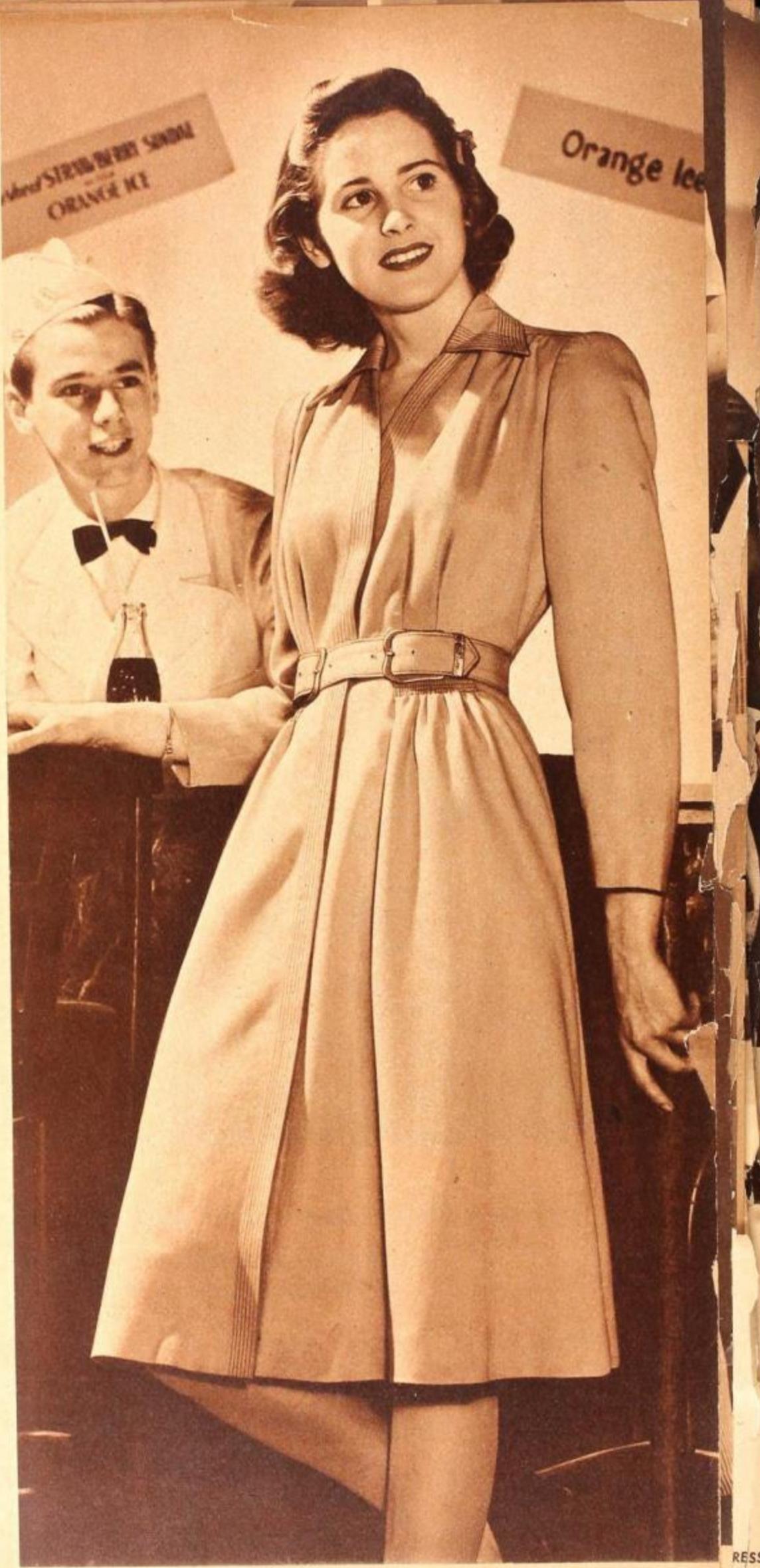
♦ 31 F 4450—Shipping weight, 2 lbs. . . . \$7.98

JUNIORS' SIZE SCALE

The juniors' figure is slightly shorter than the misses'. The bust-line is a bit higher and the waistline a little slimmer. Be sure to check your proper size before ordering. For quick reference, use scale below. More detailed information, page 17.

Order size:	9	11	13	15	17	19
If your hips measure:	33	34½	36	37½	39	40½ in.
If your waist measures:	23½	24½	26	27½	29	30½ in.
If your bust measures:	30½	32	33½	35	36½	38 in.
If your dress length is:	39½	40½	41	41½	42	42½ in.

Catalog numbers marked with ♦ are shipped from New York. Order and pay postage from Sears nearest mail order house.





Junior Do-the-Towners . . . dresses in round the clock variety

Come-hither charm for fun and frolic . . . long term quality for campus or office. Featuring Sears new, quick 'n easy placket closing.

cash \$9.98 1/2 down on
Easy Terms

White lace on black transparent rayon velvet spells dating magic and figure flattery. Princess back, fullness under front skirt yoke, convertible neckline. Dry clean. Sizes: 9, 11, 13, 15, 17. Size scale, page 27. State size. Shipping weight, 1 lb. 8 oz.

♦ 31 F 4455 cash, \$9.98

\$6.98

Mallinson's Twill Tour rayon flannel with self-laced basque for trim dine-dance smartness. Skirt has dirndl front, gored back. Dry clean. Colors: Medium green, rosewood. Sizes: 9, 11, 13, 15, 17. Size scale, page 27. State size, color. Shpg. wt., 1 lb. 8 oz.

♦ 31 F 4456 cash, \$6.98

\$6.98

Mallinson's Twill Tour rayon flannel for favorite cardigan dress, dramatic with flower trimmed belt. Side pockets. Dry clean. Colors: Sky blue, rosewood. Sizes: 9, 11, 13, 15, 17. Size scale, pg. 27. State size, color. Shipping wt., 1 lb. 8 oz.

♦ 31 F 4457 \$6.98

\$6.98

Tuck-in two-piecer, torso blouse; full, pocketed dirndl skirt. Wear together or separately. Made of jersey, 50% wool, 50% rayon. Dry clean. Colors: Aqua, rosewood, gold. Sizes: 9, 11, 13, 15, 17. Scale, pg. 27. State size, color. Shpg. wt., 1 lb. 8 oz.

♦ 31 F 4458 \$6.98

Catalog numbers marked with ♦ are shipped from New York. Order and pay postage from Sears nearest mail order house.

RASPBERRY ICE



Popular Junior Dresses . . . to wear from coke-time to curfew-time

Beau-ing or going to class? Here's your entire wardrobe with lots of eye appeal at low prices . . . including new Sears-exclusive bulk-free placket.

\$5.98

Demure buttons on shoulder, down below back waist. Patch pockets, back gored skirt. Jersey, 50% rayon, balance cotton. Dry clean. Colors: White-checked navy or red. Sizes: 9, 11, 13, 15, 17. Size scale, pg. 27. State size, color. Shpg. wt., 1 lb. 7 oz.

♦ 31 F 4459 \$5.98

\$4.98

White lace-edged frills on pockets and front yoke. Skirt has front fullness, back gores. Rayon alpaca-type crepe. Dry clean. Colors: Navy, aqua blue. Sizes: 9, 11, 13, 15, 17. Size scale on page 27. State size and color. Shipping weight, 1 lb. 7 oz.

♦ 31 F 4460 \$4.98

\$4.98

Fine wale corduroy basque jumper, buttons in back. Back sash nips in waist. Dry clean. Blouse sold separately, page 115. Colors: Forest green, luggage brown. Sizes: 9, 11, 13, 15, 17. Size scale, page 27. State size, color. Shipping weight, 1 lb. 8 oz.

♦ 31 F 4461 \$4.98

\$6.98

Fine wale corduroy 2-piece suit dress. Figure-hugging jacket with button up collar. Gored skirt. Dry clean. Colors: Luggage brown, forest green. Sizes: 9, 11, 13, 15, 17. See size scale on page 27. State size and color. Shipping weight, 1 lb. 8 oz.

♦ 31 F 4462 \$6.98

Order by mail—save money, time, energy. Everything at Sears available on Easy Terms. See inside back cover for details.

**A**

A-Peg pocketed sailor \$3.98

**B**

B-Dirndl-effect dater \$4.98

**C**

C-Button-front coat dress \$3.98

**D**

Juniors' Everyday Favorites in solid color rayons

Braid, fringe, border, tuck trims

A-White braid on collar and pockets gives ship-shape, crisp look to peg pocketed sailor dress. Front full, back gored skirt. All spun rayon. Dry clean. Colors: Medium blue or red. Juniors' sizes: 9, 11, 13, 15, 17. See size scale on page 27. State size and color.

♦ 31 F 4467—Shipping weight, 1 lb. 7 oz. \$3.98

B-Red-and-white candy stripes sweeten up square neckline, sleeve puffs of dirndl-effect dater. Front full, back gored skirt. Sears-exclusive bulk-free Contour Closure. Rayon alpaca-type crepe. Dry clean. Navy only. Juniors' sizes: 9, 11, 13, 15, 17. Scale, pg. 27. State size.

♦ 31 F 4465—Shipping weight, 1 lb. 7 oz. \$4.98

C-Cluster front tucks and slash pockets on our sure fire success, button front coat dress. Shirred front skirt. Charmette's rayon crepe. Dry clean. Colors: Cadet blue, gold, rosewood. Juniors' sizes: 9, 11, 13, 15, 17. See size scale on page 27. State size and color.

♦ 31 F 4466—Shipping weight, 1 lb. 7 oz. \$3.98

D-Velveray design of red and white figures borders dirndl skirt of form-fitting basque dress. Back buttoned to below waist. Spun rayon. Dry clean. Colors: Soldier blue, medium green. Juniors' sizes: 9, 11, 13, 15, 17. See size scale on page 27. State size and color.

♦ 31 F 4468—Shipping weight, 1 lb. 7 oz. \$3.98

E-Red pom-poms and fringe add gay note to figure-flattering, tie back princess dress... favorite of all Juniors. Spun rayon. Dry clean. Colors: Gray or medium blue, red trim. Juniors' sizes: 9, 11, 13, 15, 17. For correct fit, see size scale, page 27. State size and color.

♦ 31 F 4469—Shipping weight, 1 lb. 7 oz. \$2.98

**E**



A

A-Checked Chesterfield dress \$2.98



B

B-Border print dirndl \$2.98



C

C-Ruffled plaid jumper \$1.98



D

Juniors' Luxables in cotton, cotton and rayon

Pretty 'n pert . . . hand wash in LUX

A-Checked chesterfield, new version of the **Lux** rite princess. Fly front, buckled back belt, red cherry trim. Better quality cotton suiting. *Colors:* Black and white check, black collar. *Juniors' sizes:* 9, 11, 13, 15, 17. Refer to size scale on page 27. *State size.*

♦ 27 F 8840—Shipping weight, 1 lb. 6 oz. \$2.98

B-Border print dirndl with gathered skirt, tie belt. Nicely detailed, refreshingly colorful. Cotton and rayon mixture. *Colors:* Red or open blue grounds. *Juniors' sizes:* 9, 11, 13, 15, 17. Size scale, page 27. *State size, color.* Not in stock until Aug. 15. Do not order before that date.

♦ 27 F 8842—Shipping weight, 1 lb. \$2.98

C-Self ruffled jumper, button back, of sturdy woven cotton suiting. An all-year pet with Juniors. *Colors:* Attractive plaids. *Juniors' sizes:* 9, 11, 13, 15, 17. Size scale on page 27. *State size.*

♦ 27 F 8844—Jumper, shpg wt., 1 lb. \$1.98

♦ 27 F 8845—White cotton blouse, shown with jumper, in sizes 9, 11, 13, 15, 17.
Shipping weight, 6 oz. \$1.00

D-Embroidered pique on the self laced front of basque dirndl gives it a fresh, crisp look. Of finely woven gingham. *Colors:* Brown, red, open blue or black with white checks. *Juniors' sizes:* 9, 11, 13, 15, 17. See size scale, pg. 27 for measurements. *State size and color.*

♦ 27 F 8694—Shipping weight, 1 pound. \$1.98

E-Organza flower trim on basque waist dirndl dress. Tie back belt for flattering fit. Better quality percale. *Colors:* Red or open blue, white stripes. *Juniors' sizes:* 9, 11, 13, 15, 17. Refer to the size scale on page 27. Not in stock until Aug. 15. Do not order before that date.

♦ 27 F 8846—*State size, color.* Shpg. wt., 1 lb. \$1.98



E



A-Woven chambray \$1.98



B-Good quality percale \$1.79



C-Good quality percale \$1.59

Thrift Priced Junior Cotton Washables

Lots of dash for little cash

A-Good quality woven chambray rougishly ruffled down front and around pockets. Your favorite button front dirndl style. Sparkling, gay stripes. Juniors' Sizes: 9, 11, 13, 15, 17. Size scale, pg. 27. *State size*. Not in stock until Aug. 15. Do not order before that date.
♦ 27 F 8858—Shipping weight, 1 pound \$1.98

B-Frisky ruffles outline front yoke and slash pockets. Gathered front fullness. 5-button yoke opening, 2-gore back skirt. Good quality percale. *Colors: Red or navy with white checks. Juniors' sizes: 9, 11, 13, 15, 17. See size scale on page 27. State size and color.*
47 F 8850—Shipping weight, 1 pound \$1.79

C-Contrasting binding rings dirndl for tiered effect on skirt, calls attention to a waist-hugging midriff. Tie back belt. Good quality percale in assorted floral prints. *Juniors' sizes: 9, 11, 13, 15, 17. See size scale on page 27. State your size when ordering.*
47 F 8852—Shipping weight, 1 pound \$1.59

D-Snowy white collar and bows trim bodice and pockets of figure-moulding basque dirndl with sauciness Juniors want. Better quality cotton broadcloth. *Colors: Plaid designs in open blue or red. Juniors' sizes: 9, 11, 13, 15, 17. Size scale on page 27. State size and color.*
♦ 27 F 8856—Shipping weight, 1 pound \$1.98

E-Self bows and horizontal trim put pep into this long torso dirndl. Top darted for snug fit, tie back belt. Good quality woven chambray. *Colors: Open blue or green with white stripes. Juniors' sizes: 9, 11, 13, 15, 17. Refer to size scale on page 27. State size and color.*
♦ 27 F 8854—Shipping weight, 1 pound \$1.98



D



E

E-Woven Chambray \$1.98

Catalog numbers marked ♦ are shipped from Kansas City. Order and pay postage from Sears nearest mail order house.

Women

Fashions you want most
and will wear most of all

More of those simple, conservative styles you look so well in. Not too tailored, not too frilly or fussy . . . just becoming and right for all day, everyday wear. Their charm depends on cut and color. Their lasting worth lies in the dependable fabrics we've used. Add to this careful sizing and skillful dressmaking—and the combination is an irresistible invitation to invest in Sears dresses for long-term satisfaction. A variety of styles, fabrics and prices to please everyone. Available, too, on Sears Easy Terms—see inside cover for complete details.

STÜNZI

"Wings" . . . a flat, even rayon crepe

\$7.98

Two-piece suit dress, best-seller across the country. Easy to see why everyone wants it. Looks well on all, is smart all seasons for all occasions. You can vary it endlessly with other dickies and blouses. Scroll braid trim on jacket slims where it counts most. Vivid print dickey is gay, flattering, removable. Slenderizing matching gored skirt. Sears make it for you in a fine rayon fabric, nationally famed for its good looks, hang and wear. Dry clean.

*Colors: Black, soldier blue. *State size and color.**
Shipping weight, 1 pound 8 ounce.

♦ 31 F 4610—*Women's sizes: 34, 36, 38, 40, 42, 44. Size scale below.* \$7.98

♦ 31 F 4710—*Short women's sizes: 16½, 18½, 20½, 22½, 24½, 26½. Check size scale on page 46.* \$7.98

Women's Size Scale

The women's figure is well proportioned and has a slightly larger waistline and fuller bust than the misses' figure. Sears dresses for women are sized with this difference in mind. Don't guess your size—consult the scale below when ordering. You'll save time, money and enjoy longer wear, too. Order the exact size that your measurements indicate. We allow for right fit whatever the style.

Order size	34	36	38	40	42	44
If hips are . . .	38½	40½	42½	44½	46½	48½
If waist is . . .	30	32	34	36	48	40
If bust is . . .	36	38	40	42	44	46
Dress length is	43	43½	44	44½	45	45½

Catalog numbers marked with ♦ are shipped from New York. Order and pay postage from Sears nearest mail order house.



Rayon Velvet

Dramatic either alone or with wool

\$9.98

Each, Cash
 $\frac{1}{2}$ down on Easy Terms

Have you always wanted the flattery of luxurious velvet? Sears bring it to you modestly priced and styled for enduring beauty—so give in to the urge now, and enjoy the lift its loveliness will give you. Both dresses are dry cleanable.

V-neck dress (at left), self applique and buttons. Front full, back gored skirt. Rayon transparent velvet. Colors: Black, wine. Sizes: 34, 36, 38, 40, 42, 44. Scale, pg. 33. Short women's sizes: 16½, 18½, 20½, 22½, 24½, 26½. Scale, page 46. State size, color. Shpg. wt., ea., 1 lb. 8 oz. ♦31 F 4614—Sizes: 34-44.....cash, \$9.98
 ♦31 F 4714—Sizes: 16½-26½. cash, \$9.98

Cross draping (at right) of rayon transparent velvet on bodice forms pockets below waist. It also serves to slenderize and flatter. Body of dress is of 100% wool. Has gored skirt and wool belt. Colors: Black, soldier blue. Sizes: 34, 36, 38, 40, 42, 44. Size scale on page 33. State size, color. Shpg. wt., 1 lb. 8 oz. ♦31 F 4612.....cash, \$9.98



Stünzi

Wings, a flat even rayon crepe

\$7.98

Each, Cash
1/2 down on Easy Terms

Softly done dresses that are right anywhere, anytime . . . even more value-worthy because they're deftly made of Stünzi's Wings, a rayon crepe famous for its long-lived quality. Both have new Sears-exclusive Contour-closure.

Dressy casual dress (at left) with matching rayon taffeta ruching around collar, down front and around edge of front skirt yoke. All around gored skirt. Dry clean. Colors: Forest green or soldier blue. Women's sizes: 34, 36, 38, 40, 42, 44. Check size scale on page 33.
State size, color. Shpg. wt., 1 lb. 8 oz.
♦31 F 4616.....\$7.98

Basic V dress (at right) with matching embroidery, flower trim. Gored skirt. Dry clean. Colors: Soldier blue, rose-wine. Women's sizes: 34, 36, 38, 40, 42, 44. Scale on page 33. Stout women's sizes: 45, 47, 49, 51, 53. Scale on page 48. State size, color. Shpg. wt., ea., 1 lb. 8 oz.
♦31 F 4615—Sizes: 34-44.....\$7.98
♦31 F 4815—Sizes: 45-53.....\$7.98

For hats, gloves shown, consult Index. If total purchase is \$10 or more, Easy Terms available. See inside back cover for details.

© PAGE 35 . . . DRESSES

© PAGE 37 . . . DRESSES



Dress up button-front favorites for women and stout women

Famous brand rayons that are money-saving values, typical of Sears.

Self braided trimming around front shoulder tucking on the button front dress for smart distinction. Easy to slip on. Gracefully gored skirt. Frankly's Frost-spun rayon. Dry clean. *Colors: Navy, luggage brown, green.* *Women's sizes: 34, 36, 38, 40, 42, 44.* See size scale on page 33. *Stout women's sizes: 45, 47, 49, 51, 53.* See size scale on page 48. *State size and color.* Shipping weight, 1 pound 8 ounces.

♦ 31 F 4617—*Women's sizes (34-44)*..... \$5.98
♦ 31 F 4817—*Stout women's sizes (45-53)*.....

Checked rayon taffeta ruching, detachable dickey and cuffs add sparkle to slenderizing button front dress. Curved shoulder and skirt yokes; back gored skirt; set-in front tie belt. Of Mallinson's Cavalcade, a rib-like rayon crepe, nationally famed because it wears well and stays fresh looking long. Dry clean. *Color: Navy, navy-white trim.* *Women's sizes: 34, 36, 38, 40, 42, 44.* See size scale on page 33. *State size.* Shipping weight, 1 pound 8 ounces.

♦ 31 F 4618..... \$7.98

Catalog numbers marked with ♦ are shipped from New York. Order and pay postage from Sears nearest mail order house.



Simple, soft-of-line dresses with important embroidery details

Year-in, year-out rayons for women and shorter women.

Fagoting outlines pastel yoke of two-piece dress. Tastefully simple for endless wearability. Front gored skirt. Sears-exclusive Contour-Closure rayon alpaca-type crepe. Dry clean. Colors: Black with pastel pink yoke; navy with pastel blue. Women's sizes: 34, 36, 38, 40, 42, 44. Size scale on page 33. Short women's sizes: 16½, 18½, 20½, 22½, 24½, 26½. Scale on pg. 46. State size, color. Shpg. wt., each, 1 lb. 8 oz. •31 F 4620—Women's sizes (34-44).....\$7.98
•31 F 4720—Short women's sizes (16½-26½).....

Contrasting embroidery trim on front bodice of the detachable dickey dress. Multi-gored skirt, self belt, Sears-exclusive Contour-Closure. Not too tailored, not too fussy, definitely marked for a long, flattering life. For variety, replace crisp white dickey with a fluffy, ruffly one. Rayon alpaca-type crepe. Dry clean. Colors: Cadet blue, black. Women's sizes: 34, 36, 38, 40, 42, 44. Size scale on page 33. State size and color. Shipping weight, 1 lb. 8 oz. •31 F 4619.....\$6.98

Add accessories (for those shown, consult Index) to your dress order. Sears Easy Terms available, if total is \$10 or more. See inside back cover for details.



Fine quality rayon dresses for women, in sizes 36 to 48

Nicely detailed, well made to serve you far into the future. Dry clean.

\$4.98
Each

French-type rayon crepe, with two-piece look for jaunty jacket effect. Accented with dark ribbon binding. All around gored skirt. Colors: Medium green, luggage brown, medium blue grounds. Sizes: 36, 38, 40, 42, 44, 46, 48. Check size scale on page 33. State size and color, when ordering. Shipping weight, 1 lb. 6 oz.

♦ 31 F 4622 \$4.98

Fancy pockets dress up this shirtfrock with all-occasion smartness you'll enjoy for many seasons. Easy-fit, unpressed front pleated, back gored skirt. Rayon alpaca-type crepe. Colors: Navy or forest green. Sizes: 36, 38, 40, 42, 44, 46, 48. Refer to size scale on page 33 for correct fit. State size and color, when ordering. Shipping weight, 1 lb. 8 oz.

♦ 31 F 4624 \$4.98

Scalloped V-neck basic dress with ribbon accent at neck and flower trim. All around gored skirt, tucks at shoulder and waist for bodice ease. Made of rayon alpaca-type crepe to look as if it cost more. Colors: Black, medium blue. Sizes: 36, 38, 40, 42, 44, 46, 48. Refer to size scale on page 33. State size and color. Shipping weight, 1 lb. 8 oz.

♦ 31 F 4625 \$4.98

White lace and organdy highlights bodice of this button front dress with flattering freshness. So easy to slip on when you're in a hurry. Front pleated, back gored skirt. Rayon alpaca-type crepe. Colors: Navy or luggage brown with white trim. Sizes: 36, 38, 40, 42, 44, 46, 48. Size scale, page 33. State size, color. Shipping weight, 1 lb. 8 oz.

♦ 31 F 4626 \$4.98

Catalog numbers marked with ♦ are shipped from New York. Order and pay postage from Sears nearest mail order house.



Popular priced rayon favorites for women and stout women

Neat for street now . . . trim under coats later. Dry clean.

\$3.98
Each

Trapunto and scallops trim shirt-waist dress. Gored skirt, easy fitting sleeves. Better quality spun rayon. *Colors:* Teal blue, rosewine. *Sizes:* 34, 36, 38, 40, 42, 44. Size scale, page 33. *Stout sizes:* 45, 47, 49, 51, 53. Scale, pg. 48. Shpg. wt., each, 1 lb. 8 oz. *State size, color.*

♦ 31 F 4628—*Sizes 34-44 . . . \$3.98*
♦ 31 F 4828—*Sizes 45-53 . . . \$3.98*

Dressy lace collar tops basic dress with soft flattery. A year-after-year afternoon classic. Front pleated, back gored skirt. Good quality rayon crepe. *Colors:* Soldier blue, black. *Sizes:* 36, 38, 40, 42, 44, 46, 48. Check size scale on page 33. *State size and color.* Shipping weight, 1 pound 8 ounces.

♦ 31 F 4629 \$3.98

Shoulder to hem scallops on slimming button front dress. White neck trim; unpressed pleated front, back gored skirt. Better quality spun rayon. *Colors:* Luggage brown, medium green. *Sizes:* 34, 36, 38, 40, 42, 44. Check size scale on page 33 for correct fit. *State size and color.* Shipping weight, 1 pound 8 ounces.

♦ 31 F 4630 \$3.98

Two-piece suit dress, that will be your year-round pet for all-day wear. Wear it with blouses and dickies, too, for variety. Detachable collar, patch pockets, back gored, front pleated skirt. All spun rayon. Colorful plaid. *Sizes:* 34, 36, 38, 40. Size scale on page 33. *State size.* Shipping weight, 1 pound 8 ounces.

♦ 31 F 4631 \$3.98

Why not add dresses to rest of your order? If total is \$10 or more, Sears Easy Terms are available. See inside back cover for details.



A



B



C



D

Thrifty Part Rayons

Hand wash separately in LUX

\$2.98
Each

A-White braid trims collar and sleeve bottoms of dressy, front peplum dress. 55% rayon and 45% cotton. Gored skirt. Colors: Aqua blue or luggage brown. Women's sizes: 34, 36, 38, 40, 42, 44. Scale pg. 33. State size, color.
♦31 F 4635—Shipping weight, 1 lb. 6 oz. \$2.98

B-Splashy print shirtfrock boasts a scalloped collar; all around gored skirt. Rayon and cotton. Colors: Copen blue, luggage brown or green grounds. Sizes: 34, 36, 38, 40, 42, 44. Size scale, page 33. State size and color.
♦31 F 4636—Shipping weight, 1 lb. 6 oz. \$2.98

C-Surplice shirtfrock has easy fitting pleated fullness under shoulder yoke, gored skirt. Rayon and cotton. Colors: Luggage brown, medium blue grounds. Sizes: 34, 36, 38, 40, 42, 44. Scale, page 33. State size, color.
♦31 F 4637—Shipping weight, 1 lb. 6 oz. \$2.98

D-White collar, buttons, belt dress up front-pleated shirtfrock. Back gored skirt. Rayon and cotton. Colors: White-dotted luggage brown, medium blue. Sizes: 34, 36, 38, 40, 42, 44. Size scale, page 33. State size and color.
♦31 F 4638—Shipping weight, 1 lb. 6 oz. \$2.98

E-Button front shirtfrock, gored skirt. Rayon and cotton. Colors: Green or rosewine print. Sizes: 34, 36, 38, 40, 42, 44. Size scale, page 33. Stout women's sizes: 45, 47, 49, 51, 53. Scale, page 48. Shpg. wt., ea., 1 lb. 6 oz.
♦31 F 4639—Sizes 34-44. State size, color \$2.98
♦31 F 4839—Sizes 45-53. State size, color \$2.98



E



A



B



C



D

Fine Cotton Washables

Women's sizes: 34, 36, 38, 40, 42, 44; also,
Shorter women: 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2, 26 1/2.

\$198
each

A-Organdy-trimmed button front dress, easy to get into. Good quality floral percale. Colors: Copen blue or red grounds. State size, color. Shpg. wt., each, 1 lb.
♦ 27 F 8862—Sizes: 34-44. Size scale, page 33 . . . \$1.98
♦ 27 F 8863—Sizes: 16 1/2-26 1/2. Size scale, page 46 \$1.98

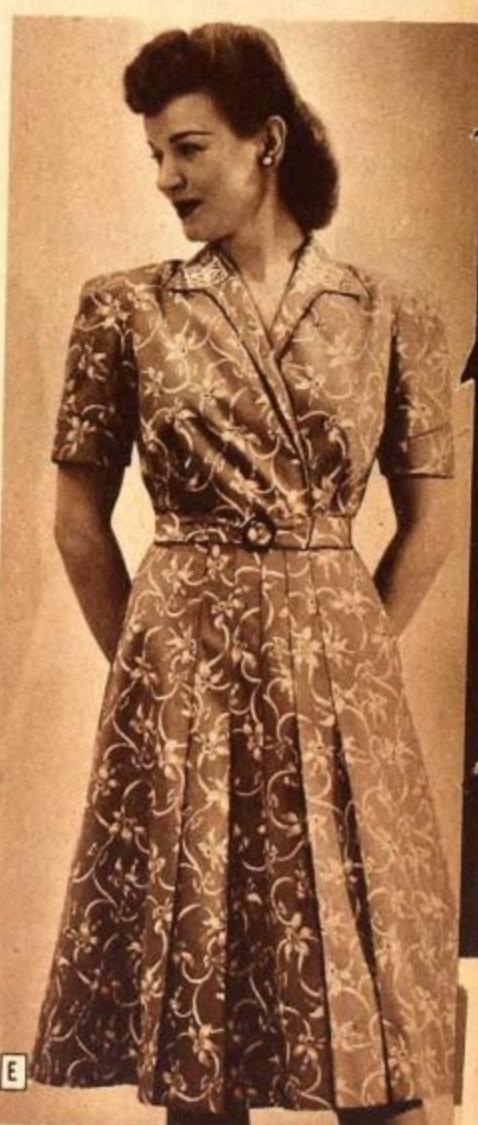
B-Scalloped V-neck dress, styled to slim you. Better quality cotton. Navy-and-white checks, navy scallops on white trim. State size. Shpg. wt., ea., 1 lb. Not in stock until August 15. Do not order before that date.
♦ 27 F 8860—Sizes: 34-44. Size scale, page 33 . . . \$1.98
♦ 27 F 8861—Sizes: 16 1/2-26 1/2. Size scale, page 46 \$1.98

C-Button-front coat dress, non-gap front pleated skirt. Better chambray. Colors: Copen blue, green, brown, red, with white stripes. State size, color. Shpg. wt., ea., 1 lb.
♦ 27 F 8864—Sizes: 34-44. Size scale, page 33 . . . \$1.98
♦ 27 F 8865—Sizes: 16 1/2-26 1/2. Size scale, page 46 \$1.98

D-White banded button-front dress, with gored skirt. Best quality percale. Colors: Copen blue, red with white checks. State size, color. Shpg. wt., each, 1 lb.
♦ 27 F 8868—Sizes: 34-44. Size scale, page 33 . . . \$1.98
♦ 27 F 8869—Sizes: 16 1/2-26 1/2. Size scale, page 46 \$1.98

E-Floral surplice dress. Front pleated skirt for ease. Fine quality cotton poplin. Colors: Copen blue, rose grounds. State size, color. Shpg. wt., each, 1 lb.

♦ 27 F 8866—Sizes: 34-44. Size scale, page 33 . . . \$1.98
♦ 27 F 8867—Sizes: 16 1/2-26 1/2. Size scale, page 46 \$1.98



E

Catalog numbers marked ♦ are shipped from Kansas City. Order and pay postage from Sears nearest mail order house.

○ PAGE 41 DRESSES



Our best quality Cottons and cotton mixtures in Women's sizes

Your favorite washable styles, easy to slip on and easy to keep sparkling with LUX . . distinguished by quality workmanship, full cut and good fit as not-to-be-missed values

\$2.98

Checked fly-front effect dress that goes anywhere smartly. Buttons down to waist; skirt and bodice pocket tabs; slimming front-pleated, back gored skirt. Cotton suiting. Black-and-white checks only.

Sizes: 34, 36, 38, 40, 42, 44. See size scale on page 33. *State size*. Shipping weight, 1 lb. 3 oz.

♦27 F 8872.....\$2.98

\$3.49

Dotted suit dress that teams up with blouses, dickies. Set-in belted, patch pocketed jacket. 6-gored skirt, 2-in. hem. Better quality cotton and rayon. *Colors*: Copen blue, luggage brown, white dots. *Sizes*: 34, 36, 38, 40, 42, 44. Scale, page 33. *State size, color*. Shpg. wt., 1 lb. 8 oz.

♦27 F 8870.....\$3.49

These two dresses not in stock until August 15. Do not order before that date.

\$2.98

Button-front dress with flattering white collar. Slips on quickly. Becoming to all. Front pleated, back gored skirt, 2-inch hem. Better quality cotton and rayon fabric. *Colors*: Copen blue or luggage tan grounds. *Sizes*: 34, 36, 38, 40, 42, 44. Scale, pg. 33. *State size, color*. Shipping weight, 1 pound.

♦27 F 8874.....\$2.98

\$2.98

Coat dress buttons up front to slim you, to make it a cinch to slip on. A "must-have" for busy women. Better quality seersucker. 2-in. hem on gored skirt.

Colors: Red-white-blue or copen blue-white-navy stripes. *Sizes*: 34, 36, 38, 40, 42, 44. Scale, pg. 33. *State size and color*. Shipping weight, 1 pound.

♦27 F 8876.....\$2.98



Famous Nip 'n' Tuck Housefrocks

Waist inserts nip in middle. Vertical front tucks create illusion of slimness. Tub 'n scrub washables.

Misses' and women's sizes \$2.49 each

Better quality percale, ruffled with embroidered organdy around plunging neckline collar, pockets. 2-in. hem. Button front makes it an ideal work or home style. Colors: Floral designs on open blue, rose or green grounds. Sizes: 14, 16, 18, 20 (scale, page 17) and 38, 40, 42, 44 (scale, page 33). State size and color.

*27 F 8878—Shpg. wt., 1 lb. \$2.49

Better quality percale with ric-rac trim around square neck, pockets, and down front. Button front style that's perfect for home or work. 2-in. hem. Colors: Open blue, red, aqua green, with white dots. Sizes: 14, 16, 18, 20 (see scale on page 17) and 38, 40, 42, 44 (see scale on page 33). State size and color.

*27 F 8884—Shpg. wt., 1 lb. \$2.49

Sears Easy Payment Terms available for dresses and accessories. See inside back cover for full details. 1 2 3 PAGE 43 DRESSES



LUXable cotton and rayon mixtures

Easy to keep up appearances on the home front when you can buy such fine washable dresses for so little.

Clean cut classics in women's sizes \$2.49 each

Shirtwaist dress with large pointed lapels, front gored skirt, shirring at shoulders, 2-in. hem. Trim feeling, slim looking. Better quality cotton and rayon fabric.

Colors: Splashy printed open blue or aqua green grounds. Sizes: 34, 36, 38, 40, 42, 44. Scale, page 33. State size, color.

*27 F 8886—Shpg. wt., 1 lb. \$2.49

These two dresses not in stock until August 15. Do not order before that date.

Button-front dress featuring slimming smartness with working practicality. Front pleated skirt, shirring at shoulders and waist, 2-in. hem. Better quality cotton and rayon fabric. Colors: Floral printed dusty rose or open blue. Sizes: 34, 36, 38, 40, 42, 44. Scale, page 33. State size, color.

*27 F 8888—Shpg. wt., 1 lb. \$2.49



A

A-Floral Percale \$1.29



B

B-Button Front Dress \$1.59



C

C-Checked Button Front \$1.59



D
\$1.79

Thrifty Wash Cottons

Home or work dresses, sizes 34 to 44
Good quality for very little cost

A-Front yoke basic dress. Lace trim on front waist. Pleats at waist, back and front, for free action. Good quality washable percale. Assorted floral prints. Sizes: 34, 36, 38, 40, 42, 44. Scale on page 33. *State size.*
47 F 8898—Shipping weight, 1 pound.....\$1.29

B-Floral button front dress perfect work style. Ric-rac on white collar, pocket. Slips on speedily. Good quality washable cotton. Assorted flower prints. Sizes: 34, 36, 38, 40, 42, 44. Size scale, page 33. *State size.*
47 F 8896—Shipping weight, 1 pound.....\$1.59

C-Checked button front dress. Set-in waistband; front pleated, non-gap skirt. Ric-rac trim. Good quality washable cotton. Colors: Copen or red with white checks. Sizes: 34, 36, 38, 40, 42, 44. Scale, pg. 33. *State size, color.*
47 F 8894—Shipping weight, 1 pound.....\$1.59

D-Button front coat dress. Shoulder yoke tucks. Skirt has pleated, non-gap front, gored back. Good quality washable cotton. Colors: Copen or red, with white checks. Sizes: 34, 36, 38, 40, 42, 44. Scale, pg. 33. *State size, color.*
47 F 8890—Shipping weight, 1 pound.....\$1.79

E-Set in belted button front dress. Pleats at back, front waist for fullness. Roomy pockets. Good quality washable cotton. Assorted floral designs. Sizes: 34, 36, 38, 40, 42. See size scale on page 33. *State size.*
47 F 8892—Shipping weight, 1 pound.....\$1.29

Cotton dresses and others, all available on Sears Easy Payment Terms. Inside back cover gives complete details.



E

E-Button Front \$1.29



A-Rayon alpaca-type crepe \$5.98



B-Washable rayon and cotton \$2.98



C-French-type rayon crepe \$3.98

The GRACIOUS LADY Winter Wardrobe

Conservative styles for older women
who prefer long sleeves, longer skirts.

A-Rayon alpaca-type crepe shirtfrock with clever scallops on white bodice inserts. Unpressed pleats, back gored skirt. Dry clean. *Colors:* Black or medium blue. *Sizes:* 34, 36, 38, 40, 42, 44. *State size and color.*

♦ 31 F 4850—Shipping weight, 1 lb. 8 oz. \$5.98

B-Washable rayon and cotton dress with deep V front and detachable white dickey. Shirred bodice, gored skirt. Lux separately. *Colors:* White design on navy or teal blue. *Sizes:* 34, 36, 38, 40, 42, 44. *State size and color.*

♦ 31 F 4851—Shipping weight, 1 lb. 8 oz. \$2.98

C-Striped French-type rayon crepe button front dress. Convertible collar. Lux separately. *Colors:* White-striped medium blue or luggage brown. *Sizes:* 34, 36, 38, 40, 42, 44. *State size and color.*

♦ 31 F 4852—Shipping weight, 1 lb. 8 oz. \$3.98

D-Better quality percale button-front dress. Ric-rac trim. Gathered fullness under yoke, at waist. Washable. *Colors:* Floral designs on open blue or rose grounds. *Sizes:* 34, 36, 38, 40, 42, 44. *State size and color.*

♦ 27 F 8910—Shipping weight, 1 pound. \$1.98

E-Popular, useful shirtfrock with trim, tailored look. Buttoned bodice, convertible collar, front pleated skirt. Good quality percale. Washable. *Colors:* Neat white design on black or navy. *State size, color.* Shpg. wt., ea., 1 lb. ♦ 27 F 8908—*Sizes:* 34, 36, 38, 40, 42, 44. ♦ 27 F 8909—*Stout sizes:* 45, 47, 49, 51, 53; *lengths:* 47½, 48, 48½, 49½, 50 in. Each. \$1.98

See Gracious Lady size scale on page 17. Dresses ♦ 31 F 4850, ♦ 31 F 4851, ♦ 31 F 4852 shipped from New York. Other Catalog numbers with ♦ shipped from Kansas City. Order and pay postage from Sears nearest mail order house.



D-Better quality percale \$1.98



E
\$1.98

Shorter Women

You who are 5 feet 3 inches or under will find a happily thrifty and satisfactory solution to all your size problems here

Specially proportioned and styled dresses

Shorter than average? Always spending precious money, and equally precious time, on alterations? Do you wonder if the style you've picked does the most for your shorter figure? Sears has taken the guesswork out of fit and flattery for you with this group of superb dresses and those on pages 33, 35, 37, 41. Not only specially proportioned to your slightly shorter, slightly fuller figure but designed to create an illusion of slim height through the clever use of trims and basic good lines. The specially proportioned sleeves, bodices, and skirts reflect the thinking of some of the best patternmakers in the dress business.

Fabric-wise, too, they're convincing proof that you save when ordering by mail at Sears. For such famous-name fabrics as Stunzi's Wings are included, as well as Luxable cotton and rayon mixtures. All sensibly smart and service-worthy in dressy and casual styles to suit every need. Prices, too, are varied to please all purses. These dresses and other merchandise available on Sears Easy Terms—for full details see inside back cover.

Don't guess your size—check Shorter Women's Size Scale below

Shorter women are 5 feet 3 inches or under. In general, the figure proportions are similar to those of the misses' figure, except that the waist and hip measurements are slightly fuller. The skirt and bodice lengths are slightly shorter proportionately. Your correct size for best fit and longer wear is determined by your individual measurements. That is why it's wise to order only after consulting the scale below. It will save time and trouble.

Shorter Women's Size Scale

Order size:	16½	18½	20½	22½	24½	26½
If your hips measure:	40	42	44	46	47½	49
If your waist measures:	31	33	35	37	39	41
If your bust measures:	37	39	41	43	45	47
If dress length is about:	42	42½	42½	43	43½	44

Catalog numbers marked with ♦ are shipped from New York. Order and pay postage from Sears nearest mail order house.



Rayon taffeta dickey and trim on 2-piece suit dress that has matching gored skirt. Rayon alpaca-type crepe. Dry clean. Black with black-and-white check trim. Sizes: 16½ to 26½. Check size scale below. State size.

♦31 F 4731—Shipping weight, 1 lb. 8 oz. \$6.98



Stunzi's Wings rayon crepe is the famous-for-wear fabric of this dress-up shirt-frock. Self braided trim, gored skirt. Dry clean. Colors: Soldier blue, forest green. Sizes: 16½ to 26½. Scale left. State size, color.

♦31 F 4730—Shipping weight, 1 lb. 8 oz. \$7.98



White bows dickey dress, unpressed pleats, back gored skirt. Rayon alpaca-type crepe. Dry clean. Colors: Soldier blue, rosewine. Sizes: 16½ to 26½. Scale on opposite page. State size, color.

*31 F 4732—Shipping wt., 1 lb. 8 oz. \$5.98



2-piece suit dress, with embroidery contrasts. Good quality spun rayon. Dry clean. Colors: Luggage brown, soldier blue, green. Sizes: 16½ to 26½. Scale on opposite page. State size, color.

*31 F 4734—Shipping wt., 1 lb. 8 oz. \$3.98



Scallop-trapunto trim on easy-to-hop-into button front dress. Good quality spun rayon. Dry clean. Colors: Medium green or rosewine. Sizes: 16½ to 26½. Scale, left. State size and color.

*31 F 4733—Shipping wt., 1 lb. 8 oz. \$4.98



Washable shirtfrock, scroll braid trim, unpressed pleated, gored skirt. All spun rayon. LUX separately. Colors: Medium blue or medium rose white trim. Sizes: 16½ to 26½. State size, color.

*31 F 4736—Shipping wt., 1 lb. 6 oz. \$2.98



Washable print basic dress with slenderizing gored skirt. Spun rayon and cotton. LUX separately. Colors: Blue, rose, luggage brown grounds. Sizes: 16½ to 26½. Scale left. State size, color.

*31 F 4735—Shipping wt., 1 lb. 6 oz. \$2.98



Velveray printed shirtfrock. Shoulder tuck trim. Gored skirt has front unpressed pleats. Spun rayon. Dry clean. Colors: Navy or teal blue. Sizes: 16½ to 26½. Scale, left. State size, color.

*31 F 4737—Shipping wt., 1 lb. 6 oz. \$2.98

© PAGE 47 DRESSES



The label tells the
story...these dresses are
designed to slim you

If you wear size 39 or 53 (or any size in between) . . . if you're not as slim as you once were, then you'll find real satisfaction in Sears Trimline dresses. For they were designed with just your figure in mind, styled to erase inches where they show most. They're perfectly proportioned for comfortable, easy fit. The styles have the uncluttered simplicity that is both lastingly smart and slenderizing. You'll find a well-balanced selection for all occasion wear on these two pages and on pages 50 and 51 . . . in a happy variety of types and good fabrics to round out your wardrobe. Each of our Trimline Fashions reflects the savings effected through Sears huge purchasing power . . . so you see, regardless of the size you wear, you save when ordering your clothes by mail. Easy terms are available, too, if total is \$10 or more. See inside back cover.

Trimline features that help to slenderize:

- COMFORT-CUT SHOULDERS for easy fit, don't bind
- DEEP ROOMY ARMHOLES allow freedom of action
- WELL SHAPED SHOULDERS that are neat, flattering
- DART-FITTED WAISTLINES insure smooth, trim fit
- VERTICAL DETAILING on skirts tends to slenderize, gives you a slim, graceful line where it counts.

Stout Women's Size Scale

The stout woman's figure is heavier through the waist and bust than the woman's figure. Trimline garments are designed with this difference in mind. Don't guess your size—see size scale below to assure correct fit.

Order size: 39 41 43 45 47 49 51 53
 If your hips measure: 43½ 45½ 47½ 49½ 51½ 53½ 55 56½ in.
 If your waist measures: 36 38 40 42 44 46 48 50 in.
 If your bust measures: 41 43 45 47 49 51 53 55 in.
 Dress length measures: 44 44½ 45 45½ 46 46½ 47 47 in.

Catalog numbers marked with ♦ are shipped from New York.
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Basic dress, famous Stünzi "Wings," a rayon crepe \$6.98

We present this basic dress as your "good dress," the one you can wear with complete assurance that you're tastefully and appropriately dressed for almost any occasion, practically the year round. The contrasting yoke is V-shaped to give the illusion of a smaller bustline. We've outlined it with embroidery for quiet but rich elegance. The lines of the all-around gored skirt are graciously slimming. The below-the-elbow length of the sleeves is one you'll find comfortable and becoming. Stünzi "Wings" has a firm crepe-twist texture that hangs well and stands up to lots of wear. Dry clean. *Colors:* Black with pastel rose yoke; navy with pastel blue yoke. *Sizes:* 39, 41, 43, 45, 47, 49, 51, 53. Check size scale at left.

*31 F 4840—State size, color. Shipping weight, 1 lb. 8 oz. \$6.98